

PLAN ELEMENTS

Social and Economic

Land Use

Residential

Commercial

Village/Mixed Use

Industrial

Open Space and Recreation

Transportation

Public Facilities

Urban Design

SOCIAL AND ECONOMIC ELEMENT

This element addresses issues associated with population, income and social and health services. The existing conditions are largely derived from the aggregated census data for the tracts and neighborhoods which make up the plan area. There appear to be three distinct social and economic subareas within the community. Generally, higher residential densities, older homes, lower incomes, lower educational attainment, and higher percentages of minority population are found in the area west of State Highway 15. Conversely, lower densities, new homes, higher incomes, higher educational attainment, and lower percentages of minority population are found in the portion of the community lying east of Euclid Avenue. In almost all respects, the area between the eastern and western subareas is also between them in terms of social and economic characteristics.

EXISTING CONDITIONS

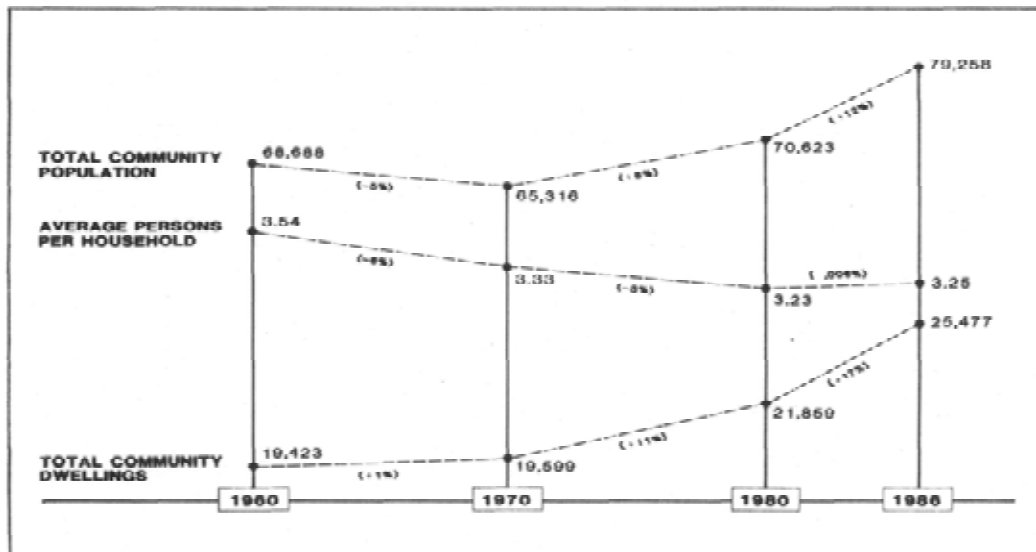
POPULATION:

While the number of dwelling units in the community has increased, Southeastern has experienced only a slight change in population during the last twenty years. During the twenty year period between the 1960 and 1980 censuses, the population of the City of San Diego has increased by over 52 percent. In that same period, the population of Southeastern increased a little under three percent. From a population of 68,688 in 1960, Southeastern has grown to a community of 70,623 as of the 1980 Census.

According to census data, the racial mix of the community has become markedly more nonwhite and Hispanic during the last twenty years. The white population of Southeastern has decreased by 54 percent since 1960, and 25 percent since 1970. Over the same twenty years, the black population has increased by 25 percent to comprise about 49 percent of the community population. However, it is interesting to note that the black population has also declined by about 11 percent over the last ten years. This appears to be largely a result of declining family sizes, as citywide black family sizes have decreased from 3.42 in 1970 to 2.85 in 1980. The largest gain in population was from other ethnic groups, which had less than five percent of the community's population in 1960 and only about seven percent in 1970. The remaining ethnic groups, of which the clear majority [are](#) Hispanic, now make up a little more than 28 percent of Southeastern San Diego's population. Most of the Hispanic population has settled in the south western portion of the community adjoining Barrio Logan.

The community is maintaining its character as the home of larger families in spite of regional trends of declining family sizes. According to the last three censuses, Southeastern San Diego has been characterized by a larger average family size than the regional average. Currently, the average family size in the community is 3.23 persons, which is well above the 2.53-person City average.

Table 1. Historical Population/Household Trends (1960-1980)



INCOME

Southeastern San Diego is a lower income community. Southeastern San Diego is one of eight communities found by the City's General Plan to be "lower income." In 1980, median family income in Southeastern San Diego was approximately 62 percent of the median family income of the City as a whole. This "income gap" has expanded during the last twenty years, in that the 1960 census shows the median family income of the community to be about 80 percent of the citywide median.

Unemployment within the community is well above citywide rates. A major factor in lowering the median family income in the community is its higher than average unemployment rates. These rates, as measured for the fifteen neighborhoods which made up the community in the 1980 census, range from a low of 9.2 percent of the civilian labor force to a high of 21.1 percent. This range is between 1.3 and 2.3 times the citywide rate for the same period. The highest unemployment rates are found in the neighborhoods located in the western third of the community.

SOCIAL AND HEALTH SERVICES

The Southeastern San Diego San Diego Community contains an abundance of social service agencies. A total of more than 60 such agencies exist in the community, the majority of which serve the entire County. They are funded with money provided by churches, foundations, major fund-raising organizations and government grants. These agencies include the Neighborhood House Association, Youth Services, the Boy's Club, the Girl's Club, the Urban League, Emmanuel House, St. Jude's Nutrition Center, the YMCA, Harambee House and the Black Federation, and a large number of residential care facilities.

A number of regional and neighborhood health centers are located in the community.

These include the San Diego Physicians and Surgeons Hospital and the Comprehensive Health Center in the western portion of the community and the Southeastern San Diego Medical Center and the Community Medical Center in the eastern portion of the community. The lone acute care facility among these is Physicians and Surgeons Hospital. In 1979, this facility had 189 acute care beds; it was reduced to 111 beds by 1982, then to 78 by 1983. Employment at the hospital is also down from 344 in 1980 to 260 in 1984.

Social and Economic Objectives

1. Achieve an economically and ethnically balanced community.
2. Provide housing for all family sizes, particularly larger families.
3. Increase job opportunities and resources within the community.
4. Provide adequate health care for all residents of the community, while reducing the impacts of social service facilities intended to serve the population at large.

Social and Economic Recommendations

1. Provide a variety of residential density ranges in order to establish a range of housing types to accommodate various living styles and family sizes (see Land Use Element).
2. With the exception of senior citizen housing projects, residential projects should be designed to provide open play areas or tot lots, bicycle access and storage facilities and pedestrian access to schools.
3. Designate sufficient amounts of industrial and commercial land to support job generating functions (see Land Use Element).
4. Encourage lot consolidation in some of the industrially designated areas to promote job producing commercial and industrial land uses.
5. Encourage development and redevelopment of industrial and commercial sites through the active planning and marketing of the Redevelopment Agency.

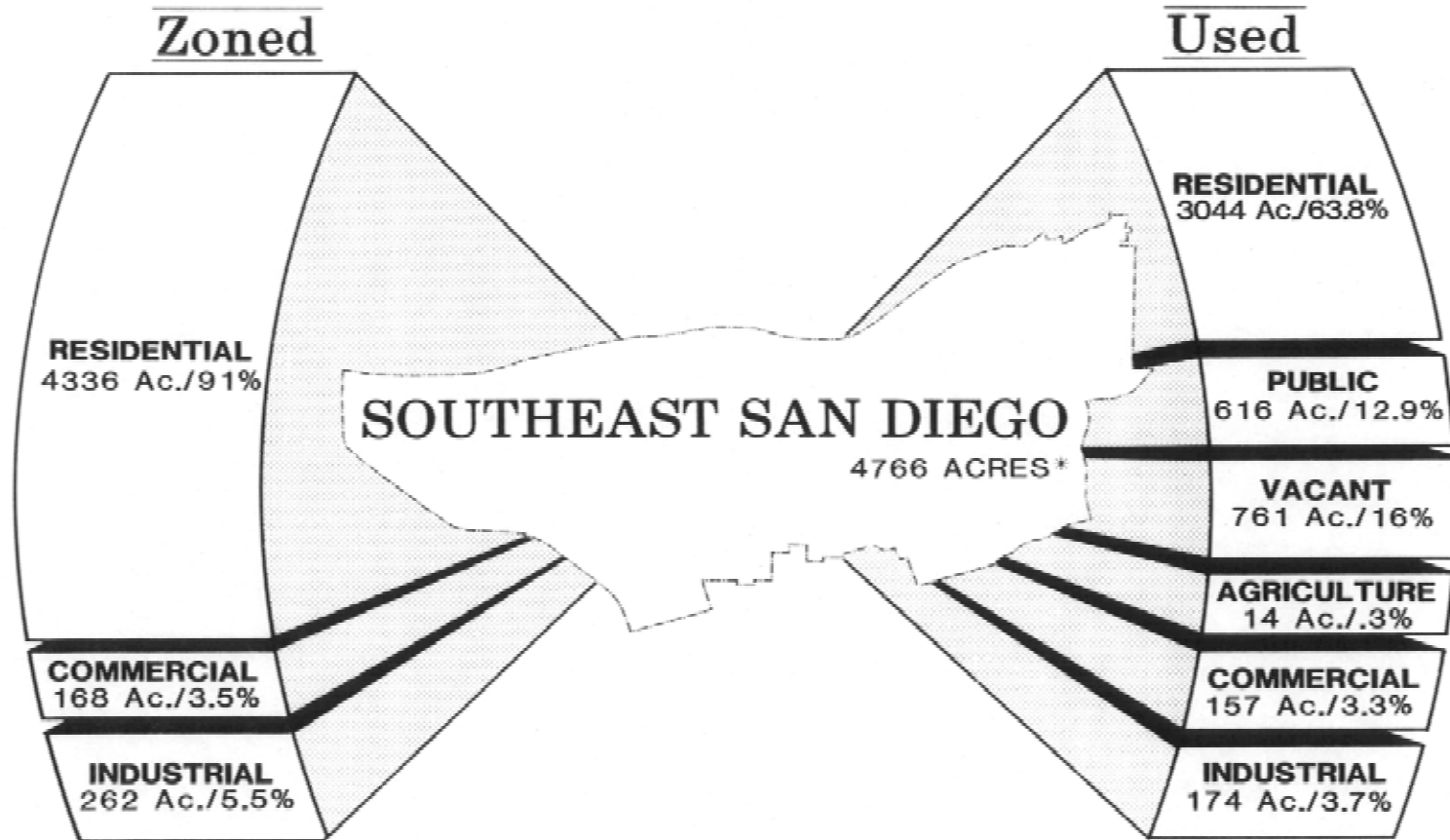
LAND USE ELEMENT

INTRODUCTION

This element of the plan evaluates the location and extent of the use of land in the community. The element is broken into three sub-elements ~~which~~that state findings about the three main uses of land: residential, commercial and industrial. Other major land uses are discussed in other sections of the plan.

The Southeastern San Diego community consists of almost 7,200 acres of land. A third of this total is used for right-of-ways and easements for freeways, streets, drainage facilities and other public improvements. Approximately 3,044 acres of the remaining land, or 63.8 percent of the entire community, is devoted to residential use. Vacant land is the next largest land use category, containing almost 800 acres. Commercial, industrial and public uses comprise the remaining land area and total less than 1,000 acres. Although the existing zoning of the community approximates these acreages and percentages, it is important to note that a considerable intermixing of land uses is allowed by the City's zoning code. Thus, some land uses are not located in the zones that they would be traditionally associated with, often to the detriment of the community. Figure 5 indicates total acres of each land use by zoning and by actual use.

HOW THE LAND IS ZONED AND USED



*Street and highway areas excluded



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FIGURE 5

RESIDENTIAL ELEMENT

EXISTING CONDITIONS

The Southeastern San Diego community is predominately a single-family residential community. The Housing Element of the General Plan indicates that Southeastern San Diego has an above-average concentration of detached single-family housing.

Approximately 55 percent or 2,606 acres of the community is zoned for multi-family use is actually used for single-family housing. The spread of low density, single-family uses into higher intensity zones has given the community its character of low density and low profile in architectural scale. Table 2 indicates residential zoning and actual land use within the community.

	<u>Total Zone</u> <u>(AC)</u>	<u>Single-</u> <u>Family</u>	<u>Multifamil</u> <u>y</u>	<u>Comm.</u>	<u>Indus.</u>	<u>Public</u>	<u>Agricult</u> <u>-</u>	<u>Vacant</u> <u>Land</u>
	<u>Total Zone</u> <u>(AC)</u>	<u>Single-</u> <u>Family</u>	<u>Multi-</u> <u>Family</u>	<u>Comm.</u>	<u>Indus.</u>	<u>Public</u>	<u>Agricult</u> <u>-</u>	<u>Vacant</u> <u>Land</u>
R1-40000	120.23	---	---	1.34	2.75	116.14	---	---
R1-20000	238.99	160.38	14.45	---	---	3.64	.54	59.80
R1-15000	35.20	25.18	2.64	---	---	.55	---	6.83
R1-10000	344.14	236.01	15.64	---	34.00	---	.21	58.28
R1-6000	443.88	250.17	67.77	---	3.63	18.14	---	104.17
R1-5000	1422.99	868.94	58.57	10.17	.38	130.04	12.59	342.30
R-3000	1273.40	522.43	353.79	12.98	10.88	245.66	---	127.66
R-1500	327.69	90.65	138.15	6.17	1.61	65.37	.20	25.54
R-1000	122.32	44.55	54.13	7.39	1.46	---	---	4.33
R-600	2.16	---	2.16	---	---	---	---	---
R-400	33.18	9.57	11.14	.50	2.32	1.02	---	8.63
RV	1.11	.43	---	.51	---	---	---	.17
Total Acres by Land Use	4365.29	2208.31	718.44	38.96	57.03	580.56	13.54	737.71

Much of the residential development in the community is located in commercial and industrial zones. 68.3 acres or approximately 12 percent of the commercially and industrially zoned land is used for residential development. The City Zoning Ordinance allows residential development in many of its less restrictive commercial and industrial zones. These zones are located primarily in the central and western areas of the community plan area. The mix of residences with commercial and industrial uses in the western portion of the community is a development pattern that predates zoning. Using a community-wide average of 8.07 units per developed residential acre, it can be estimated that about 620 dwelling units are located in nonresidential zones.

Because many historical and high-quality residential neighborhoods are located in zones which would allow greater density or different uses, preservation of these areas is threatened. Some residential areas, by virtue of their overall appearance or historical significance, are strong candidates to be conserved from demolition and redevelopment. Because some of these areas are presently zoned for higher uses, there is a significant potential for future developments to replace these existing uses.

Due to the underutilization of available density in multi-family zones and an inventory of vacant land in the single-family zoned areas, the community has a substantial available zoning capacity for new residential development. As of 1987 there were 25,477 dwelling

units in the community. Approximately 8,600 dwelling units, which would be allowed by the multi-family residential zoning in the community, are currently preempted by single-family homes. An additional 4,600 units could be constructed on currently vacant lands in areas zoned for single-family dwellings.

Maintenance of housing stock varies throughout the community, and ranges from poor to very good. At the time of the 1975 special census, the last date for which the information was gathered citywide, the percentage of "sound" housing stock varied between 64.5 percent and 98.2 percent of the dwelling units for the thirteen census tracts which make up the Southeastern San Diego community. Three of the thirteen tracts had a percentage of "sound" housing above citywide rates. The other ten tracts, however, had "deteriorating" or "dilapidated" housing in excess of the citywide norms. While there are examples of excellently maintained homes in all parts of the community, the highest percentages of unsound housing are found in the western census tracts. These tracts also contain some of the oldest houses in the community, many dating back to before 1900.











Much of the community is within or proposed to be under regulation of the Redevelopment Agency. Figure 7 shows areas that are included. See the redevelopment discussion in the background section of this plan.

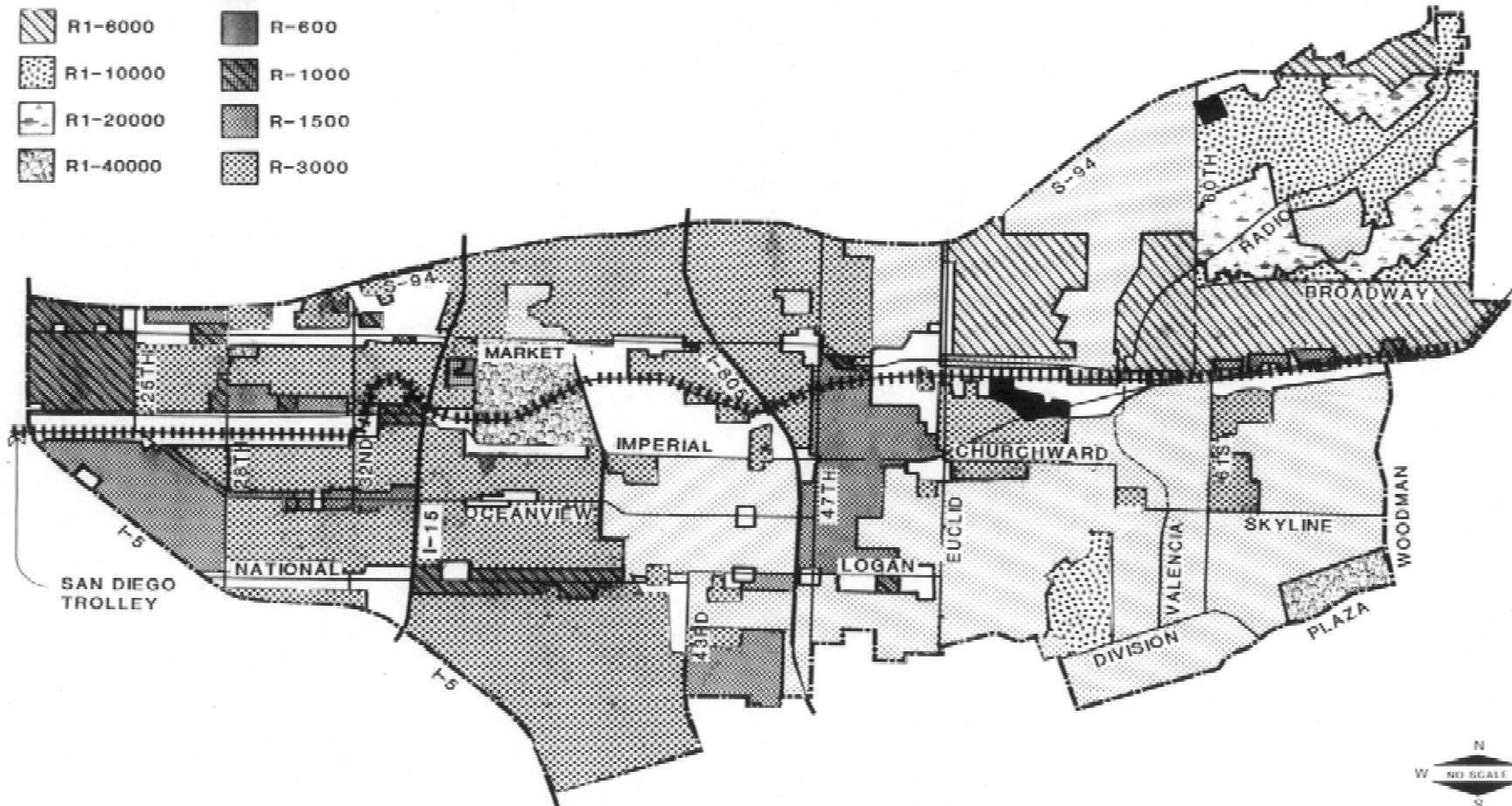
Many of the City's affordable housing projects are located in the community. According to the 1980 census, Southeastern San Diego had 6.4 percent of the City's total dwelling units. The General Plan Housing Element states that the community should receive a 5.6 percent allocation of lower income housing units. Between 1983 and 1985, 12 percent of the City's Affordable Housing Density Bonus Units (a program whereby projects are granted additional density over zoning for the provision of low and moderate-income housing) were in the community.

Mobile home parks in the community offer an alternative housing opportunity. The Southeastern San Diego community contains three mobile home parks containing 577 spaces. Two of the parks, the El Rey at 47th Street and Castana Street and the Summit Mobile Home Park at 63rd Street and Imperial Avenue have Mobile Home Overlay Zone designations which require specific discontinuance procedures prior to the sites being used for another purpose. The Acacia Imperial Mobile Home Park at 54th Street and Imperial Avenue is located adjacent to an area zoned for industrial use and is not covered by an overlay zone.

Southeastern is an established, stable community in terms of length of residence and household ownership. According to the 1980 census, the majority of the community's households have been in the community over five years. The stability of households has a strong correlation to the percentage rate of home ownership. The highest ownership rates are in the eastern portion of the community, while neighborhoods in the western portion tend to have a far higher concentration of rental units. The General Plan Housing Element indicates that Southeastern has an above-average number of rentals; however, recent trends in the community are toward a higher rate of ownership, for example, in the last twenty years the ratio of ownership has declined in the city as a whole from 52.7 percent to 49.1 percent. In the same period, home ownership has increased from 45.6 percent of the Southeastern households to the 1980 level of 47.5 percent. The trend between 1970 and 1980 was probably due to the development of a number of new, single-family sale housing developments primarily in the eastern portion of the community.

EXISTING RESIDENTIAL ZONING

 R1-5000	 R-400
 R1-6000	 R-600
 R1-10000	 R-1000
 R1-20000	 R-1500
 R1-40000	 R-3000



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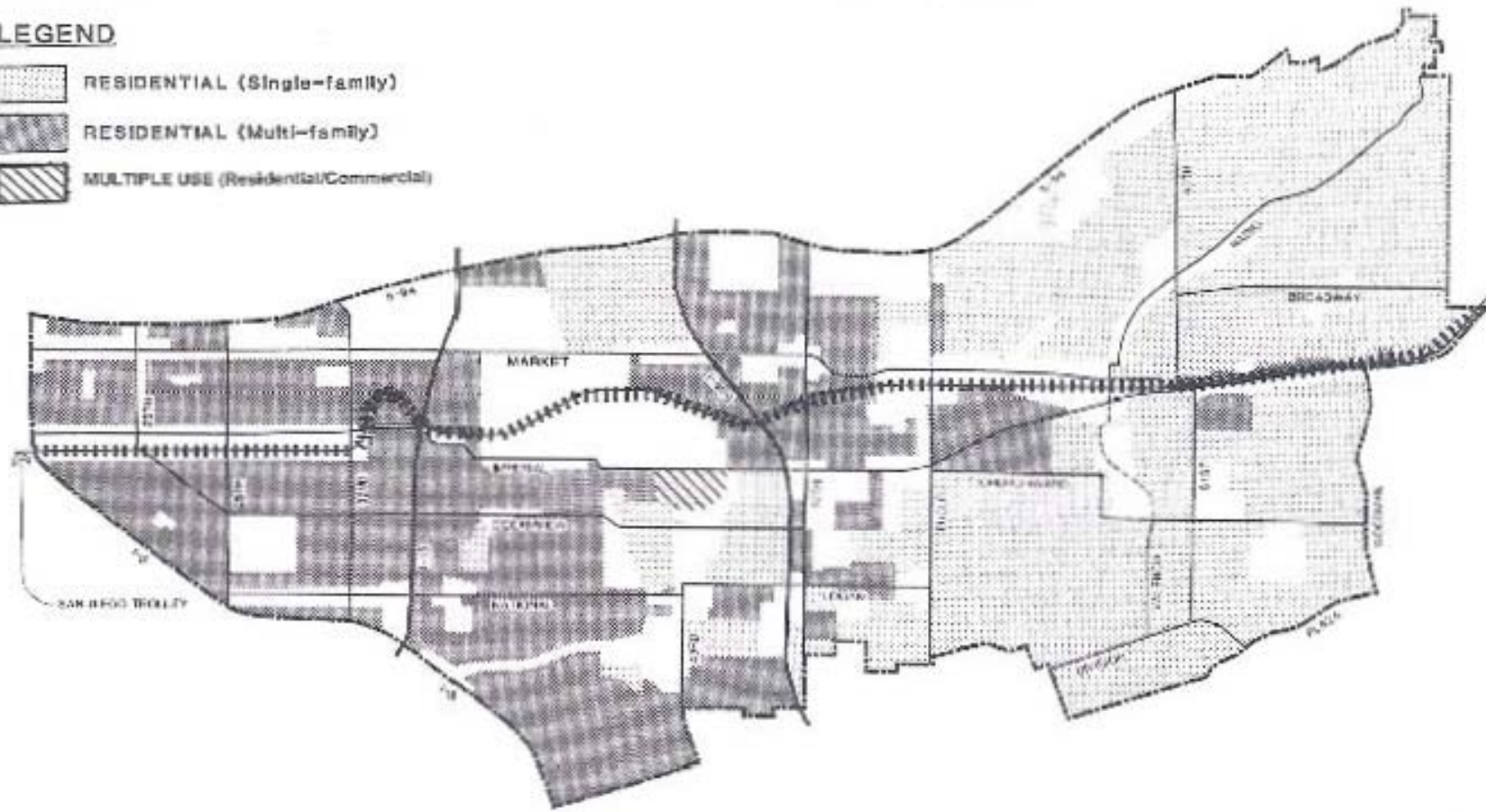
FIGURE 6

7. Recommended Residential Land Use

RECOMMENDED RESIDENTIAL LAND USE

LEGEND

-  RESIDENTIAL (Single-family)
-  RESIDENTIAL (Multi-family)
-  MULTIPLE USE (Residential/Commercial)



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FIGURE 7

Residential Objectives

1. Respect the housing character, scale, style and density of existing residential neighborhoods.
2. Preserve, restore and rehabilitate residences and/or neighborhoods with historical significance. (Information on historic structures and districts is detailed in the Neighborhood Element of the Plan.)
3. Encourage and accommodate orderly new development that is consistent with the community goals and objectives.
4. Require high quality developments in accordance with the design guidelines as established within the plan and as recommended by Project First Class.
5. Maintain or increase the level of owner occupancy in the community to increase maintenance of properties and to increase pride in individual neighborhoods.
6. Create a range of housing opportunities and choices to provide quality housing for people of all income levels and ages.
7. Achieve balanced mix of different housing types to add diversity to communities and to increase housing supply with emphasis on the following.
 - a. Incorporating a variety of multi-family housing types in multi-family project areas;
 - b. Incorporating a variety of single-family housing types in single-family projects/subdivisions;
 - c. Building town homes and small lot single-family homes as a transition between higher density homes and lower density single-family neighborhoods; and
 - d. Identifying sites that are suitable for revitalization and for the development of additional housing.
8. Determine the appropriate mix of General Plan land uses within the community planning area with attention to:
 - a. Surrounding neighborhood uses;
 - b. Uses that are missing from the community;
 - c. Community preferences; and
 - d. Public facilities and services
9. Provide opportunities for people to live, work and recreate in the same areas through the integration of mixed residential, commercial and recreational uses.

Residential Recommendations

1. Residential Density Designations

- a. To maintain the scale and spacing of development, approximately 30 percent of the community should be developed as "very low" (0-5 du/ac) or "low" (5-10 du/ac) density residential as shown on the community plan map (Figure 47) and Figure 7.
- b. Areas designated for 10-15 dwelling units per acre generally coincide with areas presently zoned R-3000. This density is recommended for a majority of the central and western subareas, where the existing land use is typically 12-15 units per acre. In order to maintain the low visual scale of the community, the 30-foot height limitation of the R-3000 Zone should be adhered to.
- c. Provision of higher density residential use should not conflict with existing low scale, low density areas. Portions of the plan area are designated for densities of up to 30 dwelling units per acre, with an additional area designated for densities between 30 and 74 dwelling units per acre. The areas designated for densities of up to 30 dwelling units per acre include parts of Shelltown, and Southcrest, the northern portion of Lincoln Park, and along portions of Naranja Street, Imperial Avenue, National Avenue, and Market Street. This plan has designated areas for this density to reflect existing development, provide incentives for redevelopment and to take advantage of access to the trolley corridor. The areas designated for densities of 30 to 74 dwelling units per acre include the southern portion of Commercial Street between 21st Street and 25th Street ~~and Commercial Avenue~~ (Figure 7).
- d. Within the Southeastern San Diego Community Plan Implementation Overlay Zone (SESD CPIOZ), areas are designated for densities of up to 44 dwelling units per acre. The areas designated for these densities are located along major transportation corridors, including Euclid Avenue, Market Street, and Imperial Avenue.
- e. Preserve the existing low residential densities in areas where a low density residential development pattern already exists and where the existing zoning is RI-5000, RI-6000 RI-10000 or RI-20000.

The community plan designations for land use could result in a total of ~~29,000 to 31,000~~ 30,766 to 32,766 dwelling units or a decrease of about 18 percent in the existing zoning capacity.

Zoning changes are recommended for many of the neighborhoods in the community. These recommendations are illustrated and discussed in detail in the Neighborhood Element of this plan.

The existing very-low density and low density residential areas shown on Figure 7A – “Protected Single-Family Neighborhoods” are characterized by traditional single-family development such as detached housing units on individual lots. These areas should have single-family zoning (SF-40,000, SF-20,000, SF-10,000, SF-8,000, SF-6,000, SF-5,000) and should be protected as single-

family neighborhoods in the future. Therefore, requests for rezonings or other discretionary actions in these areas that could result in construction of any type of residential structure other than traditional single-family residences, with one dwelling unit per lot, should be denied.

The existing low-medium density multiple family areas, and two areas currently designated as medium density multiple family areas shown on Figure 7B – “Special Character Multi-family Neighborhoods,” are characterized by single-family detached housing units on the front portion, and additional units on the rear portion of individual lots. Many of these areas are also characterized by a high concentration of historically significant sites. These areas should have a low-medium density multi-family plan designation (10 to 17 dwelling units per acre). The character of these neighborhoods should be protected by tailored design regulations as recommended by the Urban Design Element.

2. Design Review and Development Regulations

- a. Design review of large multi-family residential development is recommended. These projects should be reviewed for conformity to the Urban Design Element of this plan. Smaller scale, multi-family projects could be regulated in a ministerial manner if sufficient criteria are provided to ensure substantial landscaping, adequate facilities such as trash enclosures, usable open space and lighting and visually pleasing architectural patterns.
- b. The review of discretionary projects which are located in the more urbanized portions of the community and ministerial development regulations should stress the "fit" of the project with respect to scale and conformity into the existing or imminently expected pattern of development. This proposal is not intended to preclude the development of larger-scale projects, but is intended to ensure that the scale of the project will conform with neighboring uses where desired and improved neighborhood aesthetics.
- c. Site design review should seek to minimize the amount of grading to produce building pads, maintain solar access to the site and neighboring sites, coordinate the proposed development with surrounding development, create buffers between dissimilar uses where appropriate, and improve general neighborhood aesthetics
- d. Slopes and open space within or abutting public or private development should be retained and integrated into project design. Development on steep slopes in Hillside Review Areas proposed by this plan should minimize the amount of grading and, to the extent possible, retain open space in a natural state. Similarly, natural drainages should be improved using natural channels rather than concrete structures.

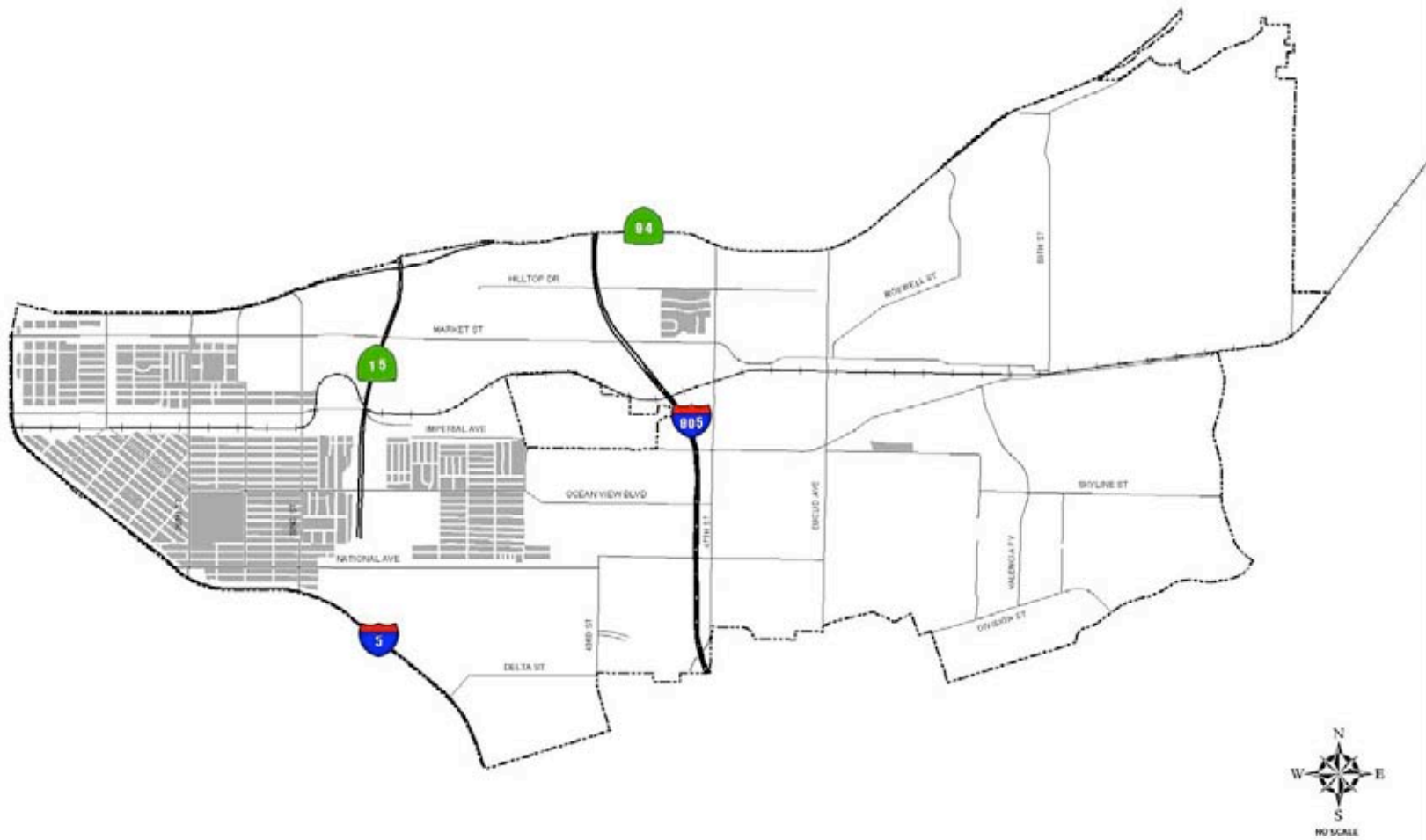
PROTECTED SINGLE FAMILY NEIGHBORHOODS



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FIGURE 7A

SPECIAL CHARACTER MULTI-FAMILY NEIGHBORHOODS



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FIGURE 7B

- e. To maintain the character of existing neighborhoods, lot consolidations should be limited in the Memorial, Logan Heights, and Sherman Heights neighborhoods, to only vacant sites and lots with derelict buildings. Lot consolidations should limit parcels to 100 feet of street ~~frontage in the medium density areas and 60 frontage feet of street frontage in the low medium density areas.~~
- f. New development should be of the highest quality with attention to aesthetics, usability, and safety, as stated above and as addressed in detail in the Urban Design Element.
 - 1) Attention to building bulk and scale is important and building articulation and architectural detail should be required for all projects.
 - 2) Site designs should integrate existing street and sidewalk patterns, and should orient towards the street.
 - 3) Usable open space areas should be provided.
 - 4) Parking areas should be unobtrusive and well-landscaped.
 - 5) Curb cuts should be minimized to maintain on-street parking and reduce paved areas.
 - 6) Trash enclosures should be well-planned and screened.
 - 7) Lighting should be oriented to increase safety and serve the pedestrian.
- 3. Historic Sites. Within residentially zoned historic areas or sites located in Sherman Heights and other neighborhoods of Southeastern San Diego, the use of public funds should be limited to rehabilitation and restoration efforts on private residences and not for demolition and redevelopment projects. Wherever possible and aesthetically desirable, adaptive reuse of existing structures should be explored.
- 4. Rehabilitation Funding. Community Development Block Grant Funds, together with Capital Improvement Program funds, and Housing Commission Rehabilitation Programs should be directed towards target areas of active rehabilitation in order to coordinate and stimulate private rehabilitation efforts. Funding for active rehabilitation should be allocated on a priority basis in order of: 1) owner-occupied single-family, 2) rental single-family and 3) multiple-family. Rehabilitation funding should especially be focused on structures of historic significance in Sherman Heights. These funds should also be used for public facilities upgrading and historic street treatments in support of private rehabilitation efforts.
- 5. Move-Ons. Because a disproportionately large number of the City's move-ons are located in the community and the appearance of these projects in this community, move-ons should be carefully regulated, even to the point of requiring discretionary review of all proposals.

6. Landscaping. The landscaping requirements for new residential projects should result in substantial landscaping, particularly as viewed from public rights-of-way.
7. Mobile Home Parks. Existing mobile home parks at Summit and El Rey should be retained through the existing mobile home park overlay zone. The Acacia Imperial Mobile Home Park is designated for ~~industrial~~multi-family residential development and may be redeveloped.
8. Housing Commission. The Housing Commission should maintain an active role in improving residential neighborhoods by:
 - a. Requiring owner-occupancy housing rather than rental housing as part of agreements for affordable housing density bonuses, until such time that more than the citywide rate of ownership exists among assisted or bonus housing projects.
 - b. Promoting for-sale, moderate-income housing projects, including first-time buyer programs.
 - c. Initiating self-help rehabilitation training services for those residential areas which seek assistance through other Housing Commission programs.
 - d. Targeting housing rehabilitation loans for the following areas:
 - historically significant structures in Sherman Heights;
 - the Shelltown neighborhood;
 - the area north of Hilltop Drive in the Chollas View Neighborhood;
 - the area south of Hilltop Drive, north of Guymon Street, and between 47th and 49th Streets in the Chollas View neighborhood;
 - the rehabilitation of architecturally significant buildings in the Grant Hill and Logan Heights neighborhoods.
 - e. Coordinating with SEDC whenever a rehabilitation project is located in an adopted redevelopment area.
9. Rental Assistance. Rental assistance programs should be directed at existing or rehabilitated dwelling units rather than new units in order to maintain low rent levels while improving conditions.
10. Redevelopment Agency. The Redevelopment Agency should continue to initiate self-help rehabilitation training services to assist residents in areas lying within SEDC projects.

11. Code Enforcement. An ongoing program of code enforcement has been implemented and should be continued, involving both the Planning and Building Inspection departments. Concentrated efforts are particularly needed in the western subarea, Chollas View, and Shelltown.
12. Infill Development. Small development in clusters or grouped around courtyards are recommended infill developments for Grant Hill, Lincoln Park and Emerald Hills along Euclid Avenue. (See the Neighborhood Element for more recommendations on each neighborhood.)
13. School Sites-Alternative Use. School sites should be zoned at the density of surrounding residential development to assure that the sites will be developed at a density compatible with existing neighborhoods in the event that the sites are no longer needed for educational or other public facility uses. The playground portion of every school site should be considered for public park purposes.
14. Single-Room Occupancy Projects. A procedure should be developed to permit single-room occupancy projects only after discretionary review.
15. Residential Care Facilities. Reviews of conditional use permit for residential care facilities in the community should include an analysis of whether there is a concentration of similar facilities in the community and an elevation of possible impacts to the surrounding single-family neighborhoods. Additionally, residential care facilities should not be approved for more than six persons in a single-family zone or more than twelve persons in a multi-family zone.
16. Panhandle Shaped Lots. In areas where lots are large enough to split into two or more parcels according to the square footage designations of the zone care should be taken to avoid disruption of the surrounding character of the neighborhood and to avoid poor design. The 50-foot minimum frontage requirement should be met so that homes will face the street for safety and for aesthetic considerations. Long steeply sloping driveways should not be approved in most cases.
17. Manufactured Housing. Manufactured housing should be regulated to the extent legally feasible to assure that it is of the same quality and will contribute to the value of the surrounding neighborhood to the same degree as new standard-construction (stick-built) housing products.
18. Multi-Family Residential Development. Within the SESD CPIOZ, multi-family residential dwelling units should be developed in a manner consistent with the Village/Mixed Use Element.

COMMERCIAL ELEMENT

EXISTING CONDITIONS

The Southeastern San Diego community has few community commercial facilities and has few definable commercial centers which could serve as community focal points. The central focal points of many communities in San Diego are established by their commercial centers. Southeastern San Diego does not enjoy this feature because the strip nature of most of the commercial land use in the community does not lend itself to centralized commercial activity except in limited areas. Currently, there is only one or four such shopping center which is areas, including the five-acre Otto Square on National Avenue near State Highway 15. Imperial Marketplace, Market Creek Plaza, and Southcrest Park Plaza. Markets, pharmacies and other convenience stores are provided by small neighborhood commercial centers ("corner markets") or strip commercial facilities located throughout the community (Figure 8).

In support of the General Plan, the Village Center at Euclid & Market has been designated as a Pilot Village. The Village Center at Euclid & Market will focus growth into a mixed-use activity center that is pedestrian friendly and linked to the San Diego Trolley regional transit system. In addition to more than 800 residential units, the Pilot Village Project may include approximately 390,000 square feet of neighborhood retail and office uses, light-industrial facilities, a 500-seat amphitheatre on Las Chollas Creek, and recreational facilities.

The General Plan introduces 'Neighborhood Commercial (Residential Permitted)' as a City-wide land use designation. The General Plan definition of Neighborhood Commercial (Residential Permitted) is as follows: Provides local convenience shopping, civic uses, and services serving an approximate three mile radius. Housing may be allowed only within a mixed-use setting. Residential Density is 0-44 dwelling units per acre. Within Southeastern San Diego, the Neighborhood Commercial (Residential Permitted) designation only applies within the Community Plan Implementation Overlay Zone (CPIOZ) of the Village/Mixed Use Element of this Community Plan. Outside of the CPIOZ, only uses allowed by the implementing zone are permitted.

There are few available vacant commercial sites usable for community commercial development within the community. Although the community has approximately 171 acres that are zoned for commercial use, few sites are large enough for community commercial development. Most of the available parcels are 10,000 square feet or less in size and would require consolidation with neighboring parcels to accommodate commercial development (Figure 8-9).

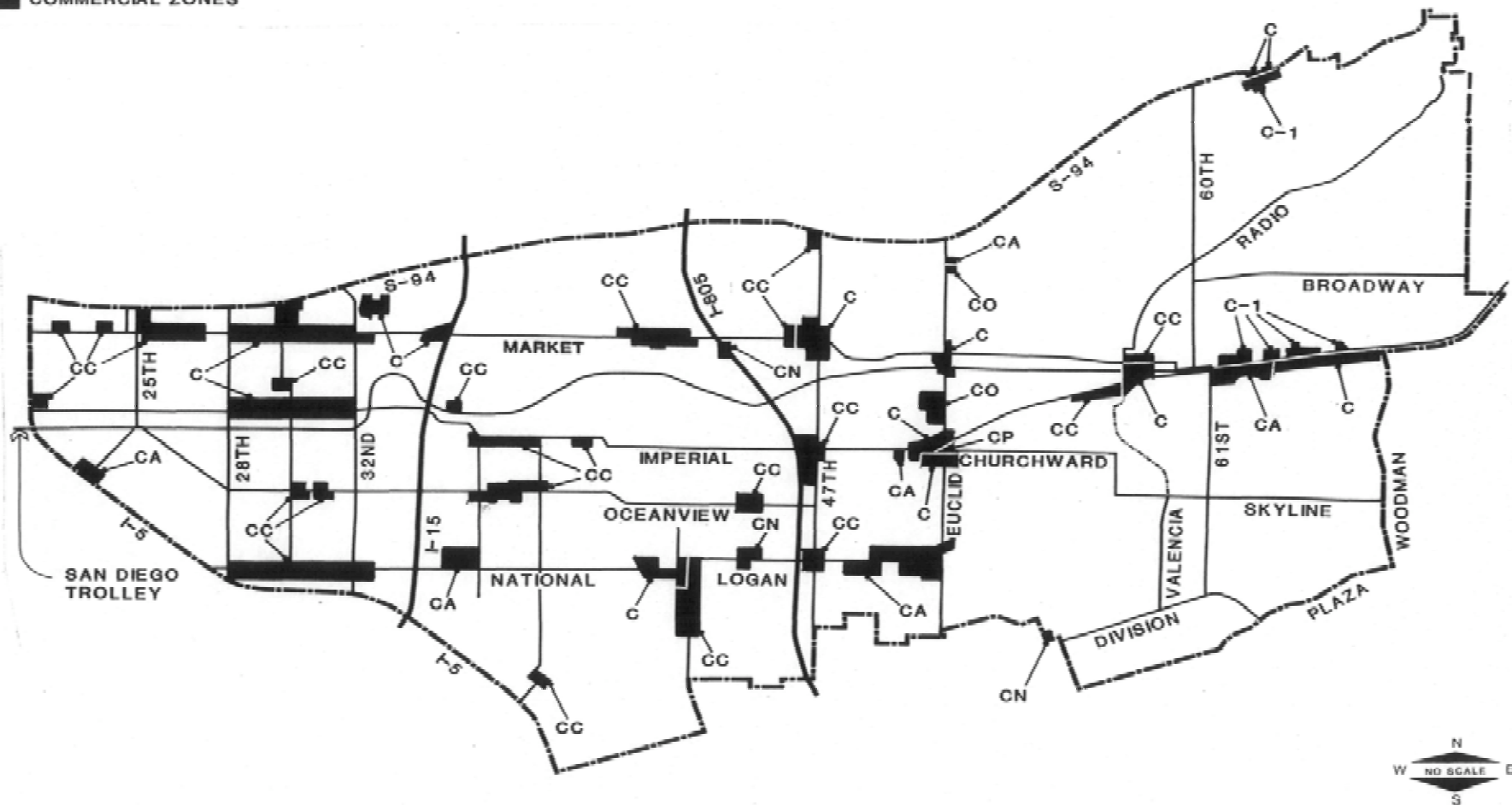
In the western portion of the community, commercial development is characterized by discontinuous strips of small storefronts interspersed with residential units and vacant parcels. These commercial properties are difficult to patronize for motorists in that they front on busy streets and for the most part do not have off-street parking. In addition, the kinds of goods and services available and the distances between establishments make them less efficient to the shopper than a consolidated commercial center, and are too spread out for pedestrians.

Access and land use patterns in the community conspire to thwart commercial functions.

Street patterns which were severed by the construction of freeways and cemeteries in the community make access to a number of neighborhood commercial areas difficult. Because shopping within the community often entails an indirect automobile trip, it is often perceived by residents to be easier to get on the freeway and leave the community. This, coupled with the fact that many goods are simply not available in the community, means that significant neighborhood shopping dollars escape the community to be spent elsewhere.

EXISTING COMMERCIAL ZONING

■ COMMERCIAL ZONES



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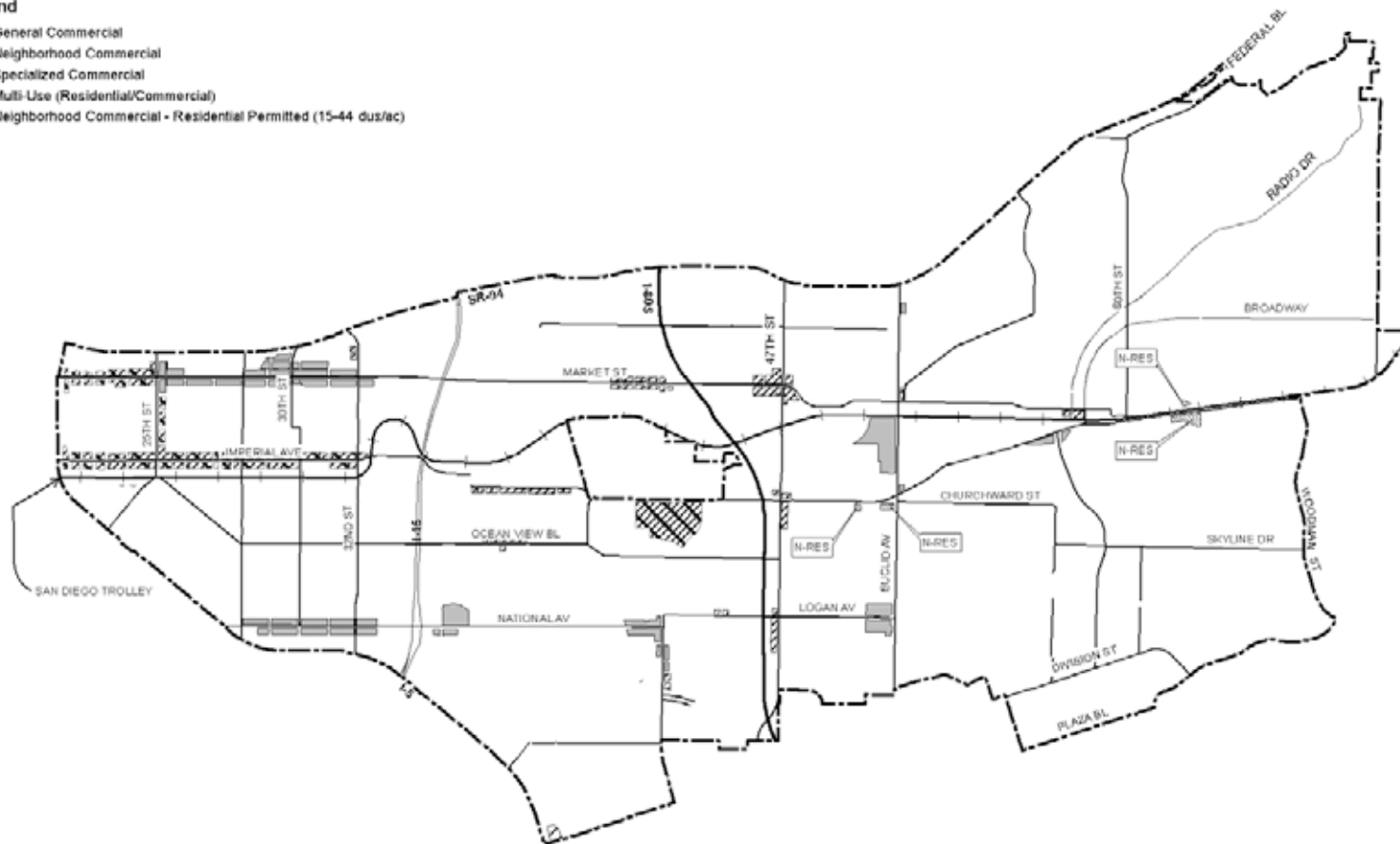
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FIGURE 8

RECOMMENDED COMMERCIAL LAND USE

Legend

-  General Commercial
-  Neighborhood Commercial
-  Specialized Commercial
-  Multi-Use (Residential/Commercial)
-  Neighborhood Commercial - Residential Permitted (15-44 du/ac)



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FIGURE 9

Commercial Objectives

1. Provide attractive quality community and neighborhood commercial facilities that offer a variety of goods and services to meet community needs.
2. Rehabilitate existing commercial centers and improve both vehicular and pedestrian access.
3. Preserve, restore and rehabilitate commercial buildings of historical significance or interest.
4. Enhance the perception of safety through the use of crime-detering materials and design, including the thoughtful use of landscaping, screening materials, lighting and building siting, and materials and parking locations.
5. Improve vehicular and pedestrian access to commercial sites, and ensure adequate and aesthetically pleasing parking facilities.
6. Limit the establishment of new retail liquor sales outlets in neighborhoods experiencing a high level of crime.

7. Provide opportunities for a mix of community-specific commercial uses.

Commercial Recommendations

1. Community Commercial Shopping Facilities. In order to provide community-shopping facilities, four community commercial centers have been designated. These include:
 - a. Southcrest East (along 43rd Street south of National Avenue)
 - b. Otto Square (National Avenue between 35th Street and 36th Street)
 - c. Gateway Center East (northeast corner State Highway 15 at Market Street)
 - d. Market Creek Plaza (between Euclid Avenue and 47th Street, off Market Street and behind trolley station.)

The four community commercial centers total 74 acres. All are located within redevelopment project areas to facilitate the assembly of property. The Redevelopment Agency should assist in the assemblage of these parcels and should assist in establishing these centers as community focal points. Design controls should also be established for these centers.

Land uses or development other than for community commercial purposes should not be permitted at these locations.

2. Lot Consolidation. The regulations of the planned district or similar zoning regulations should encourage the consolidation of parcels for commercial development to create more viable businesses to serve the community.
3. Vehicular Access. Transportation system improvements are proposed in the transportation element of this plan to alleviate breaks in the existing transportation and street system. The implementation of these improvements will improve vehicular circulation and access to commercial centers.
4. Pedestrian Access. In areas where pedestrian activity is desired, development regulations should require that buildings be located along or near the street property line and parking should not be permitted between the building and the street. Amenities and project features such as street trees and building transparencies should be required. For projects oriented to vehicular access, pedestrian access should nonetheless be provided through clearly identified and pleasant walkways.
5. Design Review and Development Regulations. Several commercial areas within the community need special design treatments. These areas are specifically identified in the Neighborhood Element of this plan.
 - a. Design review and regulations should address how the commercial project fits into the existing or expected pattern of development, including building scale, height and setbacks.
 - b. Commercial signage should be regulated to enhance the overall area.
 - c. The provision and maintenance of adequate landscaping should be assured through legislation. In larger areas, such as redevelopment project areas, a landscaping theme should be formulated and applied to all parcels within the project.
 - d. Site design review should seek to minimize the amount of grading to produce building pads, maintain solar access to the site and neighboring sites, coordinate the proposed development with surrounding development, create buffers between dissimilar uses where appropriate, and improve general neighborhood aesthetics.
 - e. Slopes and open space within or abutting public or private development should be retained and integrated into project design. Development on steep slopes in Hillside Review Areas proposed by this plan should minimize the amount of grading and to the extent possible retain open space in a natural state. Similarly, natural drainages should be improved using natural channels rather than concrete structures.
 - f. Landscaping and screening should be required for auto-related uses.
 - g. New commercial development should be of the highest quality with attention to aesthetics, usability and safety:

- 1) Building setbacks should be required which maintain a consistent street pattern.
 - 2) Landscaping should be required between buildings and the parking areas.
 - 3) Parking areas should not dominate the streetscape but should be located and screened so as to promote easy access.
 - 4) Curb cuts should be minimized to increase opportunities for landscaping and on-street parking. Curb cuts should be prohibited and alley access encouraged to the extent feasible on the commercial portions of Commercial Avenue, Market Street, Imperial Avenue and 25th Street.
 - 5) Uniform or coordinated signage, lighting and screening treatments are desirable within a complex and along strip commercial districts.
6. Historical Conservation. In historic preservation areas, any structures of significant historic value should be preserved through private rehabilitation efforts, aided wherever possible by available public funding sources. City funds, including Housing Commission bonding or funding and Redevelopment Agency funding, should not be used to support the demolition or "ground-up" redevelopment of historic sites. Wherever possible and aesthetically desirable, adaptive reuse of existing structures should be explored along 25th Street. As discussed in the Neighborhood Element of this plan, an historic district should be established for Sherman Heights.
7. Recommended Rezonings. Changes in zoning regulations are recommended to encourage commercial development in ~~site-specific~~ site-specific areas for the purposes of providing employment opportunities and economic revitalization. These areas are discussed more fully in the Neighborhood Element of this plan.
8. Commercial Revitalization.
- a. The creation of Business Improvement Districts is encouraged in the Mountain View neighborhood along Oceanview Boulevard and Imperial Avenue, in the Grant Hill commercial areas, in the Lincoln Park commercial areas, and in the commercial corridor east of Gateway Center East Industrial Park in the Mount Hope neighborhood and National Avenue west of State Highway 15. Low interest rehabilitation loans should be targeted to those areas where business owners have organized and are willing to commit funds to improvements. Recommended improvements or programs include:
 - 1) Street, curb, sidewalk and transit improvements.
 - 2) Planting programs along the right-of-way and on private property (see the Urban Design Element).
 - 3) Design assistance to individual owners.
 - 4) Low interest loans or rebate programs for exterior rehabilitation and landscaping.
 - 5) Coordinated signage, lighting, and colors.

- b. Publicly sponsored redevelopment, with an emphasis on rehabilitating existing commercial buildings, is provided for in the Preliminary Dells Imperial Redevelopment Plan and the Central Imperial Redevelopment Plan. The community plan recommends that priority be given to redevelopment efforts along Imperial Avenue from 25th Street to State Highway 15.
 - c. Logan-Euclid Professional Business Association. This area should be given priority for landscaping improvements and other assistance because of the owner's willingness to invest. This area could serve as a model for a joint public/private revitalization project. The traffic island here could be landscaped.
9. Public Parking. Public parking lots are needed in areas of higher density or more intense commercial activities, such as Imperial Avenue between 25th and 30th, and 63rd and 66th Streets. The funding of these parking areas and their maintenance could be obtained through Business Improvement Districts or Special Assessment Districts. These parking areas should be highly visible from the public streets to increase safety and should be well-lighted and landscaped. In addition, the Euclid Trolley Station should be expanded to the west if this additional area is determined to be needed by MTDB.
 10. Alcohol Sales - Conditional Use Permit. The Alcohol Beverage Conditional Use Permit pilot program for new liquor licenses or a change in license should be continued. The number of commercial establishments selling alcoholic beverages in Southeastern San Diego should be reduced in neighborhoods experiencing high level of crime.
 11. Multiple-Use. Areas designated for multiple use (commercial/residential) should be established along major streets near residential areas as illustrated in the Neighborhood Element of this plan (p. 157-315), and in redevelopment areas. Areas designated for multiple-use may be developed commercially or residentially. Careful site planning will be required to provide a buffer area between residential and commercial development. This blending of uses will act as a buffer between the commercial and residential zones, can aid in the preservation and re-use of historically significant structures and allows for development flexibility to create new opportunities for redevelopment. All other commercially designated areas should not be permitted to develop residentially to assure that needed commercial services are provided.
 12. Urban Plazas and Landscaped Settings. Create urban plazas in park-like setting along Chollas Creek from Imperial Avenue near Interstate 805 on the north to National Avenue on the south which consist of landscaping, enhanced paving, and a location for public art.
 13. Commercial Street Revitalization. The southern portion of Commercial Street, between 21st and Harrison Avenue is designated Community Commercial (see Figure 7). The Community Commercial Designation provides for ~~mixed-use~~mixed use areas with retail, service, civic, office and residential uses for the community along transit corridors. The residential density ~~range,~~ associated with the Community Commercial ~~Designation, is 30 to 74~~Designation is 30-74 dwelling units per acre.